

## ORDER

FIRST COAST NEWS



A GANNETT COMPANY

**Orders**  
**Order / Rev:** 704892  
**Alt Order #:** 6266202  
**Product Desc:** OELRICH 8/8 ONLY  
**Estimate:**  
**Flight Dates:** 08/08/12 - 08/08/12  
**Original Date / Rev:** 08/07/12 / 08/07/12  
**Order Type:** Political

WTLV-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** SRH Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 2204 Countryside Drive  
 Silver Spring, MD 20905

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Oelrich, S/ R/ Congress  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/08/12	1	\$825.00	\$701.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	1	\$825.00	\$701.25	0.00
<b>Totals</b>	<b>1</b>	<b>\$825.00</b>	<b>\$701.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	43%	\$825.00
Market	100%	\$1,918.60

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	22%	\$422.09
WCWJ	0%	\$0.00
WJXT	0%	\$0.00
WJXX	7%	\$134.30
WTEV	28%	\$537.21

New

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	08/08/12	08/08/12	Olympic Late News	CM	Various	--W----	:30	1	\$825.00	P-1	0.00	NM	1	\$825.00
				Olympic Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 08/06/12	08/12/12	--W----	1	\$825.00	0.00								
														<b>Totals</b>	<b>1 \$825.00</b>